



Olson Named the 66th Alice in Dairyland

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MADISON – The 66th Alice in Dairyland is Kristin (Natzke) Olson. Olson will now be the state's agricultural ambassador for one year as an employee of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP).

"Having been born into Wisconsin's agricultural industry, I have truly been blessed," said Olson. "It is an honor to share my knowledge of agriculture with others, in hopes that they become more aware of the impact that this \$59 billion industry has on their daily lives."

Olson of Windsor is the dairy advertising coordinator at Accelerated Genetics. A native of Fond du Lac, she grew up showing dairy cattle with her family's small show herd, Crestbrooke Holsteins and Jerseys. She graduated from the University of Wisconsin-Madison in 2010 with a life sciences communications degree. During college, Olson held leadership roles in the Association of Women in Agriculture, Badger Dairy Club and the National Agri-Marketing Association. She was the 2007 Fond du Lac County Fairest of the Fair. Additionally, Olson interned with the Wisconsin House of Moo, Accelerated Genetics and UW-Madison Dairy Science Department. Olson remains active in several industry organizations.



The 66th Alice in Dairyland was named at the conclusion of the three-day Finals hosted by Calumet County. The Finals included interviews, agribusiness tours, an impromptu question and answer session, and a Finale Program. Other finalists for the position included Beth Babcock of Wisconsin Dells, Marie Mahaney of Milwaukee and Tammy Wiedenbeck of Lancaster.

Olson will begin her duties June 3, replacing the 65th Alice in Dairyland Rochelle Ripp. Throughout her year, she will travel about 40,000 miles around Wisconsin speaking at community events, educating students at schools and completing media interviews.

Olson will receive a \$40,000 salary and professional travel expenses during her contract year. She will also be given a mink garment from the Kettle Moraine Mink Breeders Association to promote Wisconsin's fur industry.

As Alice in Dairyland, she will drive an E-85 flex-fuel Chevrolet Tahoe from the Wisconsin Corn Promotion Board for official events. Olson will wear a 14-karat gold and platinum brooch or tiara with citrines and amethysts, gems indigenous to Wisconsin, courtesy of the Wisconsin Jewelers Association.

Olson will visit over a hundred classrooms throughout her year with the Wisconsin Milk Marketing Board. She will begin her year by participating in many June Dairy Month events.

To schedule the 66th Alice in Dairyland for an event, contact Becky Paris, the Alice in Dairyland Program Manager at 608-224-5115 or rebecca.paris@wisconsin.gov. You can also connect with DATCP on Twitter at twitter.com/widatcp or Facebook at facebook.com/widatcp.

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